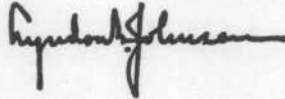


NOW, THEREFORE, I, LYNDON B. JOHNSON, President of the United States of America, call upon the people of the United States to observe the week beginning October 8, 1967, as National School Lunch Week, with ceremonies and activities designed to increase public understanding and awareness of the significance of the National School Lunch Program to the child, to the home, to the farm, to industry, and to the Nation.

IN WITNESS WHEREOF, I have hereunto set my hand this thirtieth day of August in the year of our Lord nineteen hundred and sixty-seven, and of the Independence of the United States of America the one hundred and ninety-second.



### Proclamation 3804

#### NATIONAL HIGHWAY WEEK, 1967

By the President of the United States of America

September 23, 1967

#### A Proclamation

There are now more than 100 million motor vehicle operators in the United States. They drive their automobiles and trucks nearly a trillion miles a year—over a network of 3.7 million miles of streets and roads that is the envy of the world.

These are impressive statistics, but they fail to convey the real contribution America's highways make to the economic and social life of the country. The best way of understanding that contribution is by considering what we would do without the road and system we have.

Today we are entering a new era in highway transportation. The creation of the Department of Transportation, and under it the Federal Highway Administration, marked a broadening of the Federal interest in total highway transportation.

We are becoming more and more concerned with the operation of those highways. We have begun an unprecedented effort to make our highways and the vehicles that operate on them as safe as man can achieve. We are engaged in a parallel effort to beautify our highways and roadsides, and to provide rest and recreation facilities for highway travelers.

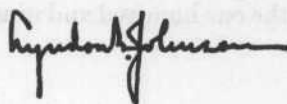
The continued growth of highway travel reflects the demand of Americans for a greater mobility that broadens their opportunities for residence, recreation, and employment. The rapid growth of trucking reflects the increasing economy and efficiency of highway transport.

In serving these private and economic needs, however, we must always remember that highways are for the whole society's convenience and enjoyment. We must take pains to assure that highway development proceeds with a due respect for the needs of all our people—that it becomes neither an end in itself, nor an isolated phenomenon, unrelated to the orderly use of land.

Our unmatched achievements in highway transportation have been accomplished through a partnership of Federal, State, and local governments—in the finest tradition of democratic government. Those achievements should be acknowledged and celebrated by those who benefit from them.

THEREFORE, I LYNDON B. JOHNSON, President of the United States of America, do hereby proclaim the week beginning September 24, 1967, as National Highway Week, and I urge Federal, State and local officials, as well as highway industry and other organizations, to hold appropriate ceremonies during that week in recognition of what highway transportation means to our Nation.

IN WITNESS WHEREOF, I have hereunto set my hand this twenty-third day of September in the year of our Lord nineteen hundred and sixty-seven, and of the Independence of the United States of America the one hundred and ninety-second.



### Proclamation 3805

#### VETERANS DAY, 1967

By the President of the United States of America

#### A Proclamation

We Americans hold freedom as our birthright. We cherish it as the basic condition of our national life.

But we are deeply mindful of its cost.

Our freedom was won in the agony of conflict. Two centuries later, we enjoy its blessings only because men have been willing to risk their lives to preserve it.

Again today, in a complex and bitter war, America's sons must fight in freedom's defense. None before them have fought more bravely, or with greater devotion to America's cause, than those who serve us now in Vietnam.

We can never repay in full the debt we owe to the veterans of this Nation's wars.

Yet we can show our appreciation of their service and sacrifice. Through the G.I. Bill of Rights, we endeavor to ease the serviceman's return to civilian life. As a result of the Veterans' Act of 1967, men in uniform today can receive benefits comparable to those granted their brothers-in-arms of past conflicts.

For almost three decades, it has been a proud American tradition to observe each year a special day of gratitude to all of America's veterans.

To this end the Congress has designated the eleventh of November as a legal holiday to be known as Veterans Day, and has dedicated it to the cause of world peace (Act of May 13, 1938, 52 Stat. 351, as amended (5 U.S.C. 6103)).

NOW, THEREFORE, I, LYNDON B. JOHNSON, President of the United States of America, urge the people of this Nation to join in commemorating Saturday, November 11, 1967, as Veterans Day with suitable observances.

I direct the appropriate officials of the Government to arrange for the display of the flag of the United States on all public buildings on

September 25, 1967

Ante, p. 178.